

DISH Network Expands Local High Definition Markets

DISH Network(r) (Nasdaq:DISH), the nation's third largest pay-TV provider and the leader in digital television, today announced the addition of four high definition (HD) local markets: Cleveland -- Akron (Canton), Ohio; Milwaukee, Wisc.; Richmond -- Petersburg, Va.; and Tampa -- St. Petersburg (Sarasota), Fl. DISH Network now offers HD locals in 43 markets, reaching more than 58 percent of U.S. TV households.

"DISH Network's local HD market rollout continues as we charge toward our goal of reaching 100 local HD markets by the end of 2008," said Eric Sahl, senior vice president of Programming for DISH Network. "We are excited that DISH Network customers in these new HD markets can enjoy their favorite primetime programming in stunning high definition."

In order to view HD programming, DISH Network customers will need to upgrade to a dishHD receiver like the award-winning ViP722(tm). The ViP722 is a dual-tuner HD DVR that operates two televisions in separate rooms, one in HD and one in standard definition. The ViP722 can record up to 55 hours of HD and up to 350 hours of standard definition programming and allows customers to pause, rewind and fast forward live TV.

Qualified new DISH Network customers who sign up with a 24-month commitment will receive three months of free programming (a \$120 value), a free dishDVR and free installation (a \$49.99 value).

For more information about DISH Network's HD offerings or DVR technology, call 1-800-333-DISH (3474), visit www.dishnetwork.com, or visit your local DISH Network retailer.

About DISH Network

DISH Network Corporation (Nasdaq:DISH) provides more than 13.78 million satellite TV customers with industry-leading customer satisfaction, which has surpassed major cable companies for seven years running. DISH Network customers also enjoy access to a premier line of award-winning Digital Video Recorders (DVRs), hundreds of video and audio channels, the most International channels in the U.S., industry-leading Interactive TV applications, Latino programming, and the best sports and movies in HD. DISH Network offers a variety of package and price options including the lowest all-digital price in America, the DishDVR Advantage Package, high-speed Internet service, and a free upgrade to the best HD DVR in the industry. DISH Network is included in the Nasdaq-100 Index (NDX) and is a Fortune 300 company. Visit www.dishnetwork.com/aboutus or call 1-800-333-DISH (3474) for more information.

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